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*Fred E. Basten*

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(Read ebook) Great American Billboards: 100 Years of History by the Side of the Road

## **Great American Billboards: 100 Years of History by the Side of the Road**

**Fred E. Basten : Great American Billboards: 100 Years of History by the Side of the Road** before purchasing it in order to gage whether or not it would be worth my time, and all praised Great American Billboards: 100 Years of History by the Side of the Road:

Early in the 20th century, as Americans climbed into their Model-Ts and took to the open road, American manufacturers and retailers discovered miles and miles of new advertising space, and the audaciously oversized billboard was born. For a century, billboards have recruited, congratulated, teased, sold, and seduced us, promoting everything under the sun, from hosiery to war bonds, presidential candidates to rock shows. GREAT AMERICAN BILLBOARDS not only offers a lively look back at changing styles, products, and tastes, but is also an important visual record of this largely unheralded yet ubiquitous American art form. Reviews "This slice-of-life compendium entertains and educates." -US Airways Magazine "Although the pictures are fascinating, Basten's text is quite a bonus." -Oklahoman "An illuminating guide to a country, its culture, and its people." -American Way "Beyond the irresistible nostalgia is a fascinating glimpse of the evolution of our consumer nation." -Dallas Morning News Featured on Entertainment Weekly's "Must List"